

20 March 1975

MEMORANDUM FOR: Deputy Director of Personnel
for Special Programs

SUBJECT : Survey of Agency Public Service
Relations

REFERENCE : Memo from Director of Training
to DDA, DDI, DDO and DD/S&T
Undated, Same Subject

The following are items for possible inclusion on the list of activities which contribute to improved public understanding of intelligence:

1. The Agency actively participates in the various public service awards programs and systematically searches for employees as candidates. This is done not only for recognition of the candidate's outstanding government service, but to achieve better public awareness of the Agency mission and the type of personnel that the Agency employs to accomplish it.
2. The Agency strongly endorses such community activities as the Annual Combined Federal Campaign and the continuing Red Cross Blood Donor Program. It also arranges religious services each year on Ash Wednesday and Good Friday, with ministers from the local community officiating. The Agency also has Christmas Gifts for the Needy Program.
3. The Office of Personnel's Personal Affairs Branch provides a strong support program to Agency families in casualty situations. In carrying out this program, PAB employees are often in direct contact with the public (e.g. funeral homes, the Red Cross, doctors, relatives of the family.)
4. The Chief, Incentive Awards Branch represents the Agency as an active participant in the National Capital Chapter of the National Association of Suggestion Systems and serves as a

member of the Planning Committee. Two suggestion pamphlets prepared by our Incentive Awards Branch have recently received favorable attention by the Civil Service Commission. These publications are titled " You and Your Suggestion Program" and Suggestion and Invention Awards Program Guide for Supervisors". We are furnishing copies to CSC to be used as examples to other government agencies.

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Chief, Benefits and Services Division

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MEMORANDUM FOR: Deputy Director for Administration
Deputy Director for Intelligence
Deputy Director for Operations
Deputy Director for Science and
Technology

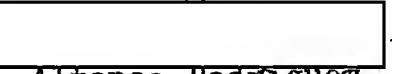
SUBJECT : Survey of Agency Public Relations

1. As you may know, the Center for the Study of Intelligence was charged by the Management Committee, prior to 22 December, with undertaking a study of options to improve public understanding of intelligence. In view of the publicity spotlight now on the Agency and the congressional and executive inquiries into the Agency's activities, there is considerable doubt in some quarters as to how far the Center should go in such a study during this sensitive period. There does, however, appear to be general agreement that it would be well to take a fundamental first step at this point. This would involve a survey of the existing activities underway by the Agency which can be regarded as contributing to public understanding of the CIA. Such a survey by itself would be a useful document for management and would provide a necessary base for any later study of what changes or additions might be made in present activities.

2. I would greatly appreciate it if you could provide the Center by 31 March with a listing of the activities by your directorate which should be regarded as contributing to improved public understanding of intelligence. I hope you can include such activities as: speeches by officers of your directorate before public groups, participation by your officers in academic and other meetings, appearances by members of the public in your directorate functions, and distribution from your directorate to the public of Agency publications--especially publications describing and explaining the Agency. A detailed listing of individual

appearances, speeches, etc. is not necessary. Rather, a good estimate of the scope of such activities, along with a description of the audience would probably be the most helpful response. It will not be necessary for you to meld individual reports from your various office directors into one unified directorate report, unless you feel so inclined. The Center can work over the individual reports and seek to construct a unified, aggregate account.

3. The aggregate account will be available to the Deputy Directors and will be furnished officially only to the Management Committee.



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Alfonso Rodriguez
Director of Training